December 22, 2014

To Whom It May Concern:

Company Name: KIRIN HOLDINGS COMPANY, LIMITED
Name and Title of Representative: Senji Miyake, President & CEO
Code Number: 2503
Head Office:
4-10-2, Nakano, Nakano-ku, Tokyo 164-0001, Japan
Name and Title of Contact Person:
Tetsuya Fujiwara
Director of Group Corporate Communications
Telephone Number: (03) 6837-7015

Change of Representative Directors and Board Members

Kirin Holdings Company, Limited ("Kirin Holdings") hereby announces the board appointed today the representative director candidates, director candidates and audit & supervisory board member candidates of Kirin Holdings and its subsidiaries, Kirin Company, Limited ("Kirin Company") and Kirin Brewery Company, Limited ("Kirin Brewery").

1. Kirin Holdings

(1) The reasons for the change

The Kirin Group, in order to advance the global growth strategies that it has been carrying out in the field of "food and health," adopted the Kirin Group Vision 2021 ("KV2021"), Kirin's Long-Term Business Plan, in 2012, and with a focus on "brand-centered management," began promoting autonomous management in each region with the aim of achieving sustainable growth throughout the group as a whole.
Under the Medium-Term Business Plan 2013-2015, the first stage in carrying out KV2021, the Kirin Group has been working on generating results according to the growth stages of global implementation regions with a focus on regrowth of the Japan Integrated Beverages Business.
When formulating and implementing its next medium-term business plan as the next stage in carrying out KV2021, the Kirin Group will change its management as well as group management organizational structures and even more vigorously and rapidly implement reforms to the Japan Integrated Beverages Business and the Group as a whole for further growth.

(2) New and Retiring Representative Directors

- New Representative Directors

Yoshinori Isozaki		Representative Director, President & CEO, and Representative Director, President & CEO of Kirin Company
	current:	Representative Director, President & CEO of Kirin Company, and Representative Director, President & CEO of Kirin Brewery
Keisuke Nishimura		Representative Director, Senior Executive Officer
	current:	Senior Director of the Board

- Retiring Representative Directors

Senji Miyake	Chairman of the Board
	current: Representative Director, President & CEO
Hirotake Kobayashi	
	current: Representative Director, Senior Director of the Board
Hajime Nakajima	
	current: Representative Director, Senior Director of the Board

(3) The Profiles of Newly-appointed Representative Directors

Attached at the end

(4) New and Re-appointed Directors of the Board

- New Directors of the Board

Junichi Nonaka	Director of the Board, Senior Executive Officer
	current: Senior Executive Officer, President of Research & Development Division of Kirin Company
Toshiya Miyoshi	Director of the Board, Senior Executive Officer
	current: Senior Executive Officer, General Manager of Personnel Department of Kirin Company, and Senior Executive Officer, Director of Group Personnel and General Affairs of Kirin Holdings
Shoshi Arakawa	Director of the Board (Non-executive)
	current: Advisor of Bridgestone Corporation

- Re-appointed Directors of the Board

Akihiro Ito	Director of the Board, Senior Executive Officer
	current: Director of the Board
Shigemitsu Miki	Director of the Board (Non-executive)
Toshio Arima	Director of the Board (Non-executive)

(5) New, Remaining-in-office, and Retiring Audit & Supervisory Board Members

- New Audit & Supervisory Board Members

Motoyasu Ishihara	Audit & Supervisory Board Member
	current: Executive Officer, General Manager of Internal Audit Department of Kirin Company, and Executive Officer, Director of Group Internal Audit of Kirin Holdings
Masakatsu Mori	Audit & Supervisory Board Member (External)
	current: Vice Chairman of International University of Japan

- Remaining-in-office Audit & Supervisory Board Members

Masahito Suzuki	Audit & Supervisory Board Member
Kimie Iwata	Audit & Supervisory Board Member (External)
Fukutaka Hashimoto	Audit & Supervisory Board Member (External)

- Retiring Audit & Supervisory Board Members

Kazuyoshi Suzusho	current: Audit & Supervisory Board Member
Nobuyuki Oneda	current: Audit & Supervisory Board Member (External)

(6) The Date to be Appointed

Supposed to be legitimately appointed at the end of this coming March, 2015, when the Annual General Meeting of Shareholders will be held and the Board Meeting and Audit & Supervisory Board Meeting subsequently held

2. Kirin Company

(1) Re-appointed Director of the Board

Hiroshi Ogawa	Director of the Board, Vice President
	current: Senior Director of the Board

(2) The Date to be Appointed

January 1, 2015

3. Kirin Brewery

(1) New and Retiring Representative Directors

- New Representative Director

Takayuki Fuse	Representative Director, President & CEO, and Representative Director, President & CEO of Kirin Beer Marketing Company, Ltd.
	current: Representative Director, President & CEO of Kirin Beer Marketing Company, Ltd. and Vice President of Kirin Brewery

- Retiring Representative Directors

Yoshinori Isozaki	current: Representative Director, President & CEO

(2) The Profile of Newly-appointed Representative Director

Attached at the end

(3) The Date to be Appointed

January 1, 2015

==ENDS==

Yoshinori Isozaki

Date of birth: August 9, 1953

Citizenship: Japan

Experience:

Jan 2013-present	Representative Director, President & CEO of Kirin Company, Limited.
Mar 2012-present	Representative Director, President & CEO of Kirin Brewery Company, Limited.
Mar 2010	Managing Director
Mar 2009	Managing Executive Officer and General Manager of Corporate Planning Department
Mar 2008	Executive Officer and General Manager of Corporate Planning Department
Jul 2007	General Manager of Corporate Planning Department
Mar 2007	General Manager of Corporate Planning Department of Kirin Brewery Company, Limited
Mar 2004	Executive Director of San Miguel Corporation (Philippines)
Apr 1977	Joined Kirin Brewery Company, Limited

Education: **Master of Hotel Administration,** Cornell University, June 1990
BA of Economics, Keio University, March 1977

Company Shares Owned: 10,000 shares (as of December 31, 2013)

Keisuke Nishimura

Date of birth: December 7, 1956

Citizenship: Japan

Experience:

Mar 2014-present	Senior Director of the Board
Mar 2012	Director of the Board
Mar 2012-present	Director of China Resources Kirin Beverages (Greater China) Company, Limited
Oct 2011	Executive Officer and General Manager of Strategy Planning Department
Oct 2011-present	Director of San Miguel Brewery Inc. (Philippines)
Apr 2009	Director and Executive Vice President of San Miguel Brewery Inc. (Philippines)
Mar 2009	Director of San Miguel Corporation (Philippines)
Mar 2007	Chairman and CEO of Kirin (China) Investment Co., Ltd.
Apr 1980	Joined Kirin Brewery Company, Limited.

Education: **Master of Business Administration**, University of Washington, June 1987

BA of Business Administration, Yokohama National University, March 1980

Company Shares Owned: 19,306 shares (as of December 31, 2013)

Takayuki Fuse

Date of birth: February 17, 1960

Citizenship: Japan

Experience:

Mar 2014-Present	Representative Director, President & CEO of Kirin Beer Marketing Company, Ltd. Vice President of Kirin Brewery Company, Limited
Mar 2010	Representative Director, President of Koiwai Dairy Products Company, Limited
Mar 2008	Sales Manager of Osaka Branch under Kinkiken Regional Head Office of Kirin Brewery Company, Limited
Sep 2005	Manager of Shutoken Sales Planning Department under Shutoken Regional Head Office
Sep 2003	Sales Planning Deputy Manager of Sales Department
Oct 2001	Sales Department Manager of Tokyo Branch under Shutoken Regional Head Office
Apr 1982	Joined Kirin Brewery Company, Limited

Education: **BA of Commerce**, Waseda University, March 1982